







## ABOUT 4KIDS ENTERTAINMENT, INC.

Headquartered in New York City with an international office in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global provider of children's entertainment and merchandise licensing. The Company acquires, develops and markets children's properties globally and seeks to maximize economic returns through a vertically integrated platform, including the creation and development of television shows, motion pictures, home videos and music; merchandise licensing; media planning and buying; product development; and Web site development. In September of 2002, 4Kids Entertainment launched the FOX BOX, a four-hour block of children's programming airing on Saturday mornings on the Fox Network. As a result of the FOX BOX, the Company has become one of the largest suppliers of children's programming to network television in the United States, with an average of 11 shows and 11 hours per week of programming in the 2002/2003 broadcast season.







## THE FOX BOX™ ROCKS!

This Fall 4Kids Entertainment Pumps Up the Volume on Saturday Morning TV!

- It's the new place to be on Saturday Morning! Awesome action, fantastic fun and amazing adventures - that's what rocks the FOX BOX!
- Hit shows, all-star brands and hot new franchises make the FOX BOX THE destination station.

Season Premiere is Saturday, September 6

### All-New FOX BOX Schedule (8am-12pm EST):

8:00AM:	Cubix™
8:30AM:	The Cramp Twins™
9:00AM:	Ultimate Muscle: The Kinnikuman Legacy™
9:30AM:	Sonic X™
10:00AM:	Kirby: Right Back at Ya!™
10:30AM:	Teenage Mutant Ninja Turtles™
11:00AM:	Shaman King
11:30AM:	Funky Cops

**Word Up:** We're telling the world about the FOX BOX with our own multi-million dollar advertising/promotional budget, supported by millions more being spent by our marketing partners and licensees





**! WARNING: THIS IS NOT A GAME IT'S**

**GBA-TV!**

**Now Kids Can Watch Their Favorite  
Cartoons Anytime - Anywhere**

- 4Kids Entertainment recently announced GBA-TV - an exciting, new application which enables kids to watch cartoons on their Game Boy® Advance systems
- GBA-TV cartridges containing cartoon episodes play on Game Boy Advance and Game Boy Advance SP systems just like video game cartridges
- Special proprietary technology - developed by 4Kids Technology - enables Game Boy Advance to operate as a personal video player with the Game Boy controls, allowing the viewer to pause, resume, stop, rewind and chapter search each of the episodes
- No adapter is necessary
- 4Kids plans to roll out GBA-TV cartridges in 4Q 2003
- Each cartridge will feature two episodes from popular animated kids' programs such as Pokémon®, Teenage Mutant Ninja Turtles™ and Yu-Gi-Oh!™
- Each cartridge is expected to retail for under \$20



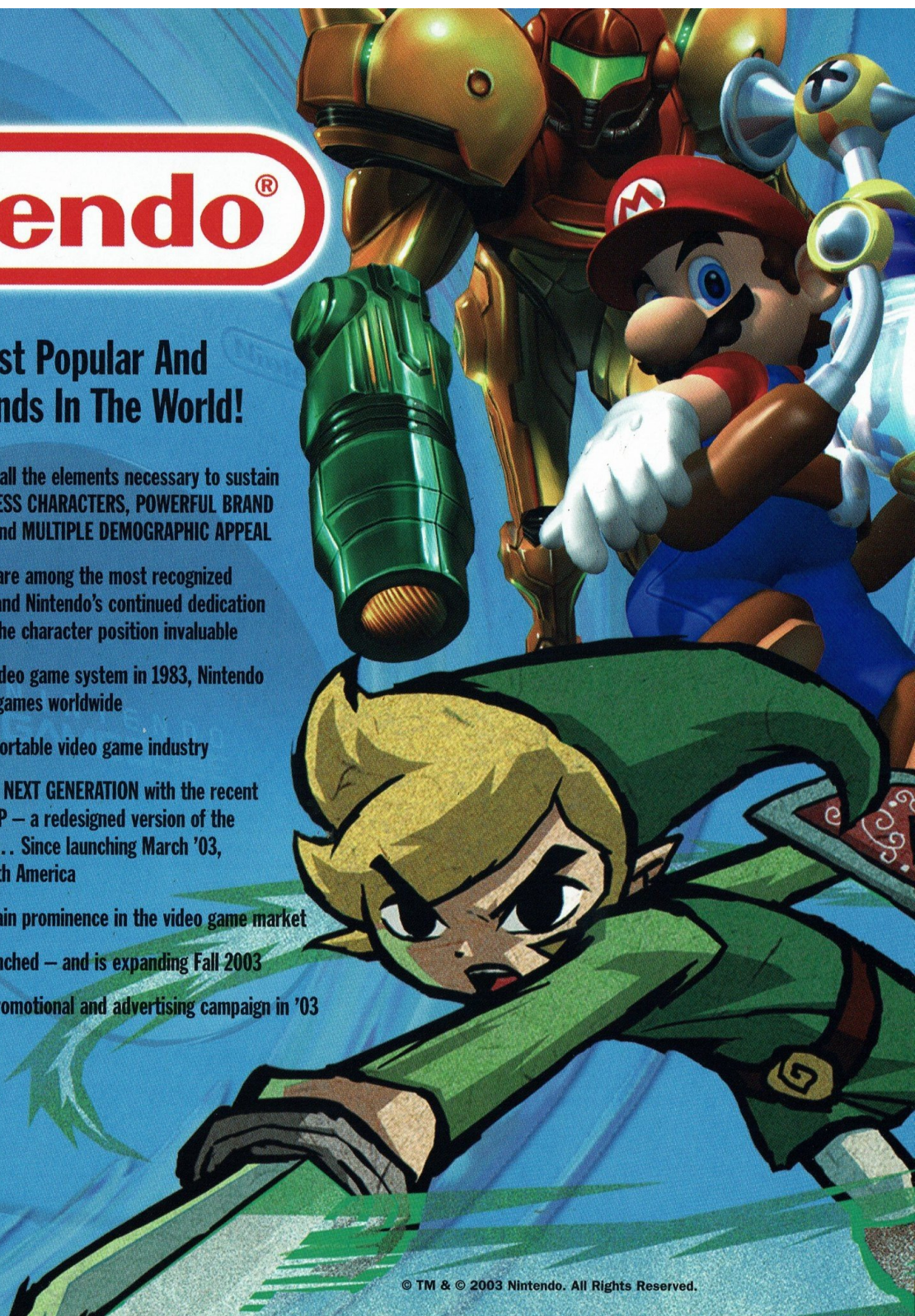
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# Nintendo®

## One Of The Most Popular And Recognizable Brands In The World!

- The Nintendo® brand encompasses all the elements necessary to sustain a strong licensing program... **TIMELESS CHARACTERS, POWERFUL BRAND IMAGE, Foothold on INNOVATION and MULTIPLE DEMOGRAPHIC APPEAL**
- Mario™, Donkey Kong® and Zelda™ are among the most recognized characters in video game history — and Nintendo's continued dedication to its franchised characters makes the character position invaluable
- Since the release of its first home video game system in 1983, Nintendo has sold more than 1.6 billion video games worldwide
- Game Boy® dominates 98% of the portable video game industry
- Nintendo continues to move into the NEXT GENERATION with the recent introduction of Game Boy Advance SP — a redesigned version of the popular Game Boy Advance system ... Since launching March '03, more than 1 million units sold in North America
- Nintendo GameCube™ continues to gain prominence in the video game market
- Retro licensing program recently launched — and is expanding Fall 2003
- Nintendo plans multi-million dollar promotional and advertising campaign in '03



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An illustration of the four Teenage Mutant Ninja Turtles in a cave setting. Leonardo is in the foreground, holding his blue katana. Michelangelo is behind him, holding his orange nunchucks. Raphael is to the right, holding his red sais. Donatello is at the top, holding his purple bo staff. The background is a green cave wall with a large, glowing yellow hexagonal pattern.

# TEENAGE MUTANT NINJA TURTLES™

## Bigger, Bolder and Badder than Ever!

- The all-new Teenage Mutant Ninja Turtles™ animated series launched on the FOX BOX™ in 1Q 2003
- Over 20 licensees already on board ... many more to be announced shortly
- Playmates kicked off the Teenage Mutant Ninja Turtles licensing campaign in January 2003 with action figures, vehicles and role-play toys
- Fleer Trading Cards released the first of four all-new sets of collectible trading cards March '03
- Volumes 1 and 2 of TMNT home videos launching September '03, supported by TV, retail, print and on-line campaign
- Konami to recreate the action-packed universe of FOX BOX's TMNT animated series with the debut of TMNT video games October '03 for PlayStation 2, Xbox, Nintendo GameCube™, Game Boy® Advance and PC
- International television and licensing to begin July 2003 in the UK (GMTV) and September '03 in France (TF1) ... the balance of key markets planned for early '04

CATCH  
IT ON  
THE  
FOX  
BOX



# POKÉMON®

## Pokémon®: **CATCH** The Excitement!

- March 2003 brought new excitement to Pokémon with the release of Nintendo®'s Game Boy® Advance games, *Pokémon Ruby* and *Pokémon Sapphire*, with more than 130 new Pokémon ... Almost 2 MILLION games sold to date in U.S.
- One of the top-rated children's shows for 5 CONSECUTIVE YEARS
- Brand new artwork from Pokémon Ruby and Pokémon Sapphire driving new Pokémon licensing program in apparel, accessories, costumes, domestic home furnishings, publishing and more!
- A five-week national promotion of Pokémon toys and collector cards in Wendy's Kids' Meals began May 19, 2003
- Spring and Fall 2003 introduction of Hasbro's new toy lines to include Pokémon V-Trainer, Turbo Tops and Shining Pokémon
- Nintendo to launch new editions of the Pokémon -e Trading Card Game in Summer and Fall '03
- During its first week of release (week of March 23, 2003), the home video of *Pokémon 4Ever* - the fourth Pokémon movie - ranked No. 2 on the chart of top VHS sellers\*

\*Source: Video Business

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# Shaman King

Once, every 500 years, a competition occurs to determine who will become **Shaman King** ... who alone will possess the ultimate power to rule the human and spirit world.

- Brought to the U.S. by the same team that introduced hugely successful Yu-Gi-Oh!™ - Shueisha, TV Tokyo and 4Kids Entertainment
- This adventurous series takes place in a world where *anything* is possible ... where spirits and ghosts interact with humans
- Introduced in 1998 in Japan, Shaman King has sold over 20 million comic books
- 165 million trading cards have been sold to date in Japan
- The television show debuted in 2001 on TV Tokyo with strong ratings averaging 18.4
- A core franchise featured in *Weekly Shonen Jump*, the #1 selling comic magazine in Japan
- Shaman King will debut on FOX BOX™ in September 2003, supported by national advertising and promotions
- A full-scale licensing program is planned to roll out in 2004, including toys, trading cards and video games



© Hiroyuki Takei



# Yu-Gi-Oh!

## The Phenomenon Is Just Getting Started!

- The #1 show for boys on TV, airing on Kids' WB!
- The #1 trading card game in America from Upper Deck/Konami
- One of the top 5 best-selling Game Boy® Advance games of all time\*
- Top-selling toy line from Mattel, with more than 70 different figures
- New cards scheduled to be released every 8 weeks and home videos every 4 weeks ... three new video games scheduled for launch in 2003
- General Mills promotion across key brands to run throughout Fall 2003
- New product introductions in major categories coming in 2004
- Now airing in 30 countries - and poised to take the world by storm!

\*Source: NPD TRST

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# ULTIMATE MUSCLE

THE KINNIKUMAN LEGACY™

The Inter-Galactic Wrestling Federation pits the **Muscle League** against the evil dMp!

- An action-packed wrestling slam-fest targeted to Boys 6-11
- A featured show on the FOX BOX™, with an exciting 2nd season beginning Fall 2003
- Supported by regular on-air advertising and promotions
- Toys and trading cards by worldwide master toy licensee Bandai
- Bandai's line includes over 100 different figures, supported by national television advertising
- Video games from Bandai launching June 2003 will include *Path of the Superhero* for Game Boy® Advance and *Legends vs. New Generation* for Nintendo GameCube™
- More products, including apparel, accessories and home video, are scheduled for release Fall 2003

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# Kirby

## Right Back at Ya!

Don't mess with Kirby ...  
He'll send it "Right Back At Ya!"

- One of Nintendo®'s most popular characters, Kirby™ made his U.S. broadcast debut on the FOX BOX™ in September 2002
- Kirby has appeared in **16** video games to date, including the popular *Super Smash Bros. Melee*
- Kirby's video game — *Kirby: Nightmare in Dream Land* for Game Boy® Advance - sold out in three weeks
- Look for a new game — *Kirby: Air Ride* for Nintendo GameCube™ and Game Boy Advance - to launch 4Q 2003, with the support of a multi-million dollar marketing campaign
- The Kirby apparel program to debut Back-To-School 2003 ... Additional licensed products are slated to roll out in '04
- Look for a Kirby QSR promotion Fall '03!





# The Cramp Twins™

## Opposites Attract Laughs!

- The Cramp Twins™ is the story of Wayne and Lucien Cramp who are 10-year-old twins with zero in common
- Produced by TV-Loonland and based on two graphic novels by Brian Wood
- One of the top-rated series for Kids 4-15 in the United Kingdom
- Nominee for 2002 British Academy Children's Film and Television Awards (BAFTA)
- Premiered on the FOX BOX™ on February 8, 2003
- 52 half-hour episodes

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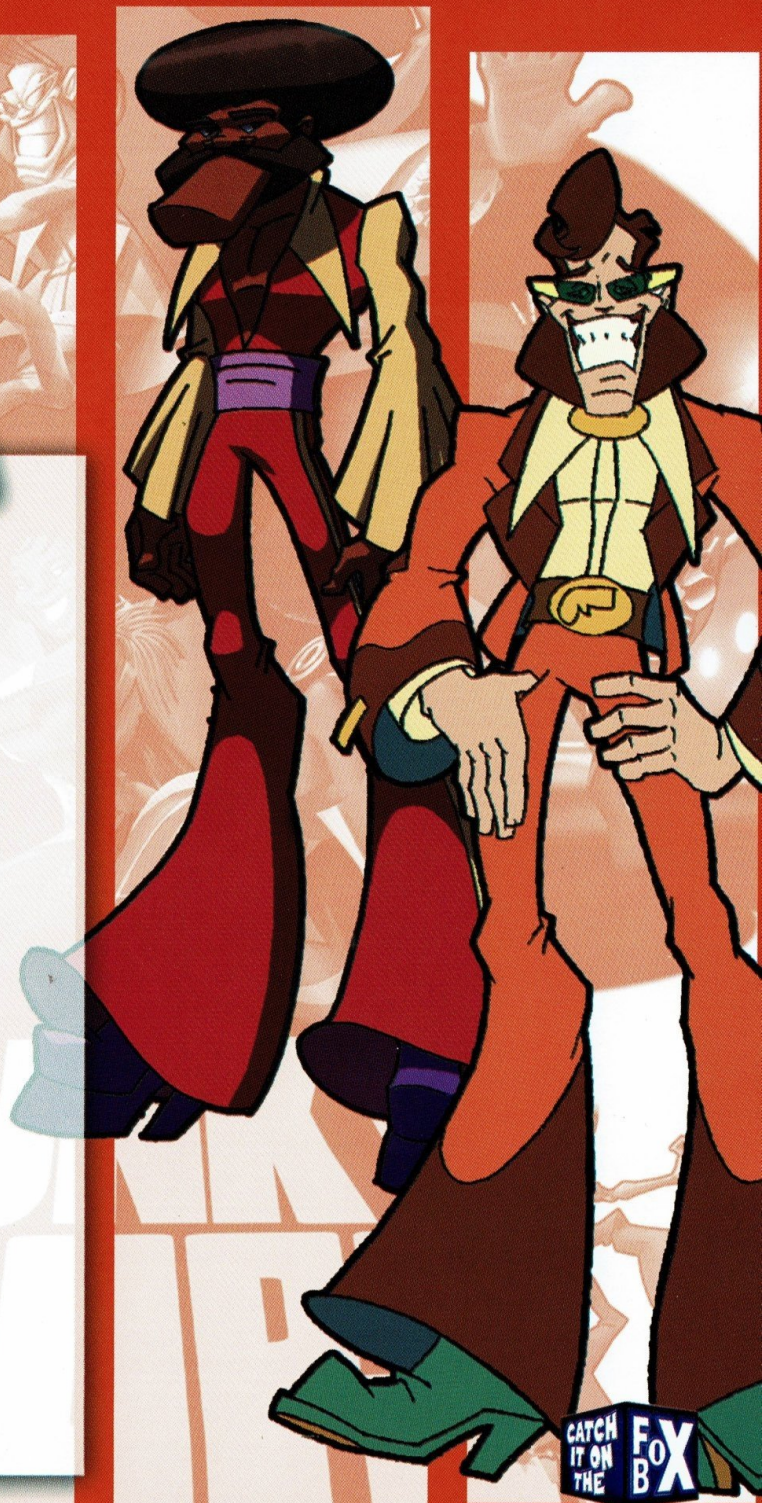
© 2002 TV-Loonland AG Co-Produced with Cartoon Network Europe And TV-Loonland AG



# FUNKY COPS

## Fame Of DISCO, Shame Of FRISCO

- Funky Cops takes you to the exciting world of Ace and Dick – brothers who are fumbling cops by day and disco kings by night in 1970's San Francisco
- Series combines 1970's soul and 21st century technology
- Winner of the Best European Program award at the prestigious "Cartoons On The Bay" international TV cartoons competition in 2003
- Funky Cops will make its FOX BOX™ debut in September 2003
- Primary target: Boys 9-14
- Licensing campaign scheduled to roll out in 2004



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# ULTRAMAN TIGA

## Classic Super Hero Sought By Retro Fans

- The most famous action hero in Japan for over 37 years!
- Ultraman has generated more than \$7.4 billion in merchandise sales in Japan\*
- Ideal "retro" property positioned for the boys market
- Home video scheduled to be released Fall 2003
- Comics by Dark Horse available at retail August '03

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BOX

\*Source: The Tsuburaya Productions Co., LTD  
©1996 Tsuburaya Productions Co., Ltd.



# CUBIX™

## Action, adventure and hundreds of cool robots!

- CUBIX™ follows the adventures of 13-year-old Connor and his loveable gang of robots who use all their super-charged powers to help face down the endless threats posed by the town's wacky mad scientist
- CUBIX is 4Kids Entertainment's first original 3D-CGI animated series
- Extremely successful in its European launch, CUBIX was a nominee for the 2002 British Academy Children's Film and Television Awards (BAFTA)
- In the U.S., second season ratings for CUBIX were strong after launching March 2003 on Kids' WB!
- Coming to the FOX BOX™ this Fall!
- A direct to home video movie is slated for January '04

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## CAPTURE THE MAGIC OF DOREMI!!!

- Join Doremi and her friends in their adventures as “witches in training” as they weave mischief and cast spells ... The girls soon learn the greatest magic is in their acts of friendship and love!
- Created by Toei Animation, the same studio that developed smash hit Dragon Ball
- An extensive merchandise program in Japan consisting of toys, apparel, stationery, cosmetics and publishing, generating over \$100 million at retail
- Originally released as a television series that inspired two feature films and a monthly graphic novel
- The television series aired for four years in Japan with 201 half-hour episodes
- Magical Doremi™ is poised to dazzle Girls 3-7 in the U.S. with their magical powers!

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# Winx<sup>TM</sup> CLUB

## Get Ready To Soar!

- Somewhere in the universe, witches and fairies begin a battle in the name of good and evil ... Bloom and her friends are the protagonists of a most exciting adventure ... They're smart, stylish and they're magical fairies ... They are THE WINX!
- All-new animated series targeted to Girls 8 and Up
- Ties together key girls' topics of love, friendship, fashion and music
- Fashion-based property created by top Italian designers
- State-of-the-art animation combines 2D and 3D effects
- 52 half-hour episodes
- U.S. broadcast partner - TBA
- Global broadcast beginning Fall 2003

